

## HERITAGE AREA BULLETIN BOARD DECEMBER 2003

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December brings an abbreviated Bulletin Board, but one with some Holiday Spirit!

### A RICHER HERITAGE

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A Richer Heritage: Historic Preservation in the Twenty-First Century is the title of a new textbook on historic preservation edited by Robert E. Stipe and it lives up its name broadening its coverage of the field to include a richer heritage. It includes essays examining the overlap between of natural and cultural preservation, the social and ethnic dimensions of the field, and on folklife, intangible heritage and issues of cultural cooperation. Heritage areas appear in a number of places and are identified as a trend for the future. Alan Jabour, former Director of the American Folklife Center at the Library of Congress, provides a particularly thoughtful discussion on the relationship between heritage areas and the concept of a "sense of place".

Copies of the book can be obtained from the University of North Carolina Press, PO Box 2288, Chapel Hill, NC 27515-2288 [www.uncpress.unc.edu](http://www.uncpress.unc.edu)

### TOURISM UPDATE

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Just when we thought we have sorted out the difference between the eco-tourist, the cultural tourist and the heritage tourist, the Travel Industry of America comes up with a new category to bemuse us. Sounds like it fits heritage areas to a T.

#### ***Geotourism: The New Trend in Travel***

The definition of Geotourism--tourism that sustains or enhances the geographical character of the place being visited, including its environment, culture, aesthetics, heritage and the well-being of its residents--describes completely all aspects of sustainability in travel. *Geotourism: The New Trend in Travel* presents the results of a large, two-phase consumer study on travelers' environmental and cultural attitudes and behaviors. The study segments American travelers into eight distinct market segments based on the following: consumers' general attitudes about traveling for leisure; their travel preferences; their civic, environmental, and culturally-oriented practices in the local area; membership in various affinity groups; and their attitudes about tourism's impact on the local area. The report shows that three segments of travelers can indeed be called "geotourists"--those who are quite conscious of the environment and are inclined to seek culture and unique experiences when they travel. These segments not only represent millions of travelers, the segments are quite lucrative for the travel industry. The report also explores consumer awareness of travel companies' various environmental and cultural practices. This report shows the travel industry that millions of travelers are poised to support geotourism practices with their travel dollars.

### TWELVE THINGS TO BE THANKFUL FOR IN 2003

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The first International Heritage Development Conference in Pittsburgh,  
Two professional journals devoted to heritage areas,  
Three Alliance of National Heritage Area Board Meetings,  
Four Heritage Development Institutes,  
Five heritage area bills pass the House,  
Six visits to the Hill,  
Seven site visits to heritage destinations,  
Eight heritage area sessions at the Partnership Conference in Los Angeles,  
Nine articles in the National Trust's Forum Journal,

Ten bills requesting heritage area feasibility studies,  
Eleven voice messages a day,  
Twelve issues of the Heritage Area Bulletin Board,

And the Blue Ridge National Heritage Area, Happy Holiday!

MARK YOUR 2004 CALENDAR

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February 9-11 Washington DC

Alliance of National Heritage Areas Annual Meeting

February 19 Augusta GA

Heritage Development Institute presents "Heritage Areas: The Basics"

September 29 Louisville KY

National Trust for Historic Preservation Meeting "Heritage Areas: The Basics"